

DEALERS COMING TO AUTO DISPLAY

Clarke Powell Expects Over Two Thousand Sub-Agents to Attend.

OFF TO CHICAGO FOR IDEAS

Omaha promises to be something of a convention of automobile dealers when the eleventh annual Omaha Automobile exposition opens February 26. Clarke G. Powell, manager of the show, reports replies to invitations to territorial dealers even at this early date indicate that every automobile dealer in the surrounding country will be on hand when the doors open.

The Omaha auto show is not exclusively an exhibit for the local distributors. Practically all Omaha dealers act as jobbers for the territory around Omaha in Nebraska and Iowa and these agents who make their purchases through the Omaha houses all intend to be here for the show when they will see for the first time the new spring 1917 models.

Last year about 1,500 dealers from outside points attended the local exposition, but this year Mr. Powell expects the number to surpass 2,000.

The more sub-agents who come to Omaha the greater the attendance at the show, for almost all of these outside dealers bring at least six prospective buyers with them and several have been known to bring as many as forty to fifty.

Local dealers and representatives are making elaborate plans to receive their sub-agents. Conferences, lectures by factory experts, get-together dinners and the like are being planned in large numbers.

Mr. Powell has gone to Chicago for the national show at that city. He intends to gather some data which will aid in staging the Omaha exposition and he also intends to make arrangements with several of the big factories to bring their entire Chicago exhibits intact to Omaha.

Brake Problems Confront Best Auto Engineers

Many followers of automobile construction were somewhat disappointed in the New York show this year because no real improvement in braking equipment was shown in the great majority of cars. While it is true that year after year other betterments have been incorporated, brakes have received little attention.

The unequal braking effects are completely eliminated by putting the single service brake on the transmission, the differential gears distributing all forces equally between the rear wheels. At the same time the transmission brake is more powerful because of the gearing. The gear ratio of the average car is about four to one, so the brake drum revolves four times faster than the rear wheels and gives four times the leverage for the braking effort. Thus only one-quarter as much force must be exerted to accomplish the same result. This case of operation appeals to the average driver.

The larger allowable variation of pressure, due to the high speed of the drum, is also a valuable feature, as it practically eliminates the chance of locking of wheels with consequent skidding dangers and excessive tire wear. Lastly, the transmission brake is not located in such an exposed position as are rear wheel brakes and is therefore less liable to pick up dirt and grease.

Two American manufacturers, one of whom is the Franklin Automobile company, Syracuse, N. Y., use the transmission service brake, with marked success.

Universal Tread Casing Like Michelin Racers

The Michelin Tire company of Milltown, N. J., brought out a new tire a little over a year ago, known as the Universal Tread Casing. R. J. Eisenhardt of the Omaha Auto Supply company, local agent for Michelin tires, says that this new tire, in general construction and method of manufacture, is similar in its full rounded shape and extra thick tread to the Michelin racing type tire that won such high repute in the days of automobile road racing.

The tread of the Michelin Universal is made up of a series of letter "M's," the outer surfaces of which are broad and flat, thus presenting to the ground a very long wearing tread surface. The sides of these letter "M's" are, not rounded, but are square so that the "M" tread remains clearly defined until the tread itself is worn away.

The Michelin Universal is a casing of unusually sturdy construction as regards the carcass. For example, these tires are made up of from five to eight plies of fabrics, depending on the size, instead of from four to seven plies as are generally considered sufficient. Then there are two breaker strips instead of one, which is said to add a good deal to the durability of the tire.

Militiaman Boosts for Dodge Brothers' Car

Dodge Brothers cars in use by the United States army continue to win favorable comment.

J. R. Whitlock of Summit, N. J., who served on the Mexican border with the New York troops, is the latest to give Dodge Brothers car a boost.

He is quoted in a New York paper as saying:

"There is nothing like them in Texas and we had a good variety of cars in use at our division headquarters at that. I drove the quartermaster's Dodge more than 5,000 miles over the worst imaginable roads and through miles of adobe mud which was frequently under a layer of water. Only once was the car unable to pull itself out and then only because of a broken chain. It was amazing the way those Dodge cars stood up under such treatment as they received. I started driving with little appreciation of the Dodge. I returned filled with enthusiasm."

Hard on McGraw.

"I would be a hard blow for John McGraw should his Glens go on strike. John certainly has a nifty team under his command and should it be shot to pieces it would take several years to build up such another promising outfit."

JOINS FORCES OF SMITH AND THE HUDSON



TOM BROMWELL

In response to the needs of a vastly increased volume of trade, Guy L. Smith has created a new department in his business to be devoted entirely to the wholesaling of Hudson Super Sixes and the caring for the interests of Hudson agents.

T. M. Bromwell will manage this new department, devoting his entire time to the wholesale end of the business. Years of experience in charge of the distribution of some of the best selling lines in this territory fits Bromwell admirably for the duties of his new position and his extensive acquaintance among the dealers and buyers of this section makes an introduction unnecessary.

Omaha Automobile Club Fosters Three New Bills

The club has submitted to the state legislature a bill providing a penitentiary penalty for the buying of cars whose engine number has been defaced or altered. It is an original bill aimed at curbing the market for stolen cars.

A bill is prepared for the registration of automobiles in garages, similar to registering at a hotel. Chief of Police Dunn recommended the bill to Club Counsel Wells as a measure which will materially help in keeping tabs on transient cars stolen in other states and cities.

The club has another bill with penitentiary penalty for defacing or altering an engine number of an automobile. At present, Ohio and New Jersey are the only states having this measure.

Hoosier Eleven Leader Gets Scholarship Prize

Russell G. Hathaway, captain-elect of the 1917 foot ball team of Indiana university, has been awarded the Gimbel prize, consisting of the interest on \$500 and a gold medal. The prize is given annually by Jacob Gimbel of Vincennes, Ind., to the Indiana university athlete who shows the best mental attitude, habits, college spirit, application, sincerity and scholarship.

SERVICE DEMANDS OF THE AUTOMOBILE

Test Shows That a Little Attention Each Week Will Protect the Car.

PROBLEM FOR THE DEALER

Service a much abused word. Service in the automobile business as it has been generally understood is to get as much for as little financial remuneration as possible or without pay at all. In a good many respects the manufacturers and dealers are responsible for this condition. The manufacturer, because he has not educated the public rightly on service, and the dealer, because he has been too willing to ignore the few suggestions that have been made to him. Always eager to please, to make service an "asset" to his business, he has gone so far that he does not have the equilibrium to recover and change his service policies so that they will be not only profitable to him, but satisfactory to the customer and manufacturer.

Plan after plan has been given a trial—but the only solution to the service problem is the rigid enforcement of safe business methods.

Invariably, if the dealer will keep a check, he will find that he has his greatest service troubles with the customers to whom he has given a large discount or a long trade on used cars. The sale of one automobile does not make any difference in the aggregate—but it can make a lot of mental and financial trouble during its life with a customer. There are automobile dealers in the United States today who would pay \$400 or \$500 more than they received for their product if they could take that automobile out of the hands of certain customers.

The King Motor Car company, in its determination to have a motor car that gives maximum service, went to a great deal of expense to prove the unerring efficiency of its product. For fourteen days and nights, with a stock model under the sanction and supervision of the American Automobile association, an eight-cylinder King was driven for 10,850 miles on the Sheephead Bay Motor Speedway and the highways of Long Island. It was not a tuned up car, but a stock model. The test was not conducted because of its spectacular achievement, but to prove to the King engineers just what to expect in two weeks, which averaged two years of running. It was found that by giving nine minutes a week attention for fuel, oil, water and grease, a King car could be run for two years at a very small service expense.

John Day Rubber Co. to Sell Quaker Tire Lines

Announcement has just been made by H. J. Day of the John Day Rubber company to the effect that they have taken over the Quaker tire line. This tire is manufactured by the Quaker City Rubber company of Philadelphia and is reputed to be an excellent product, comparing in quality with the higher priced tires.

Many Tank Scouts. The New York Tankers employ more scouts than any other motor vehicle club. Joe Kelly, Duke Parrell, Bobby Dicks and George Ledy comprise the Tankers' squad of ivory hunters.

NOW ASSOCIATED WITH APPERSON COMPANY.



Douglas Bowie

Douglas Bowie, who for several years has been connected with the Murphy-O'Brien Auto company in the sales department, has joined the ranks of the Apperson Motor company and will devote his energies to selling Apperson and Grant cars.

In speaking of the new lineup J. H. De Jong said: "Our new facilities will enable us to do a great deal more work on city prospects, as our service room is now adequate for this business of sales. Bowie is well acquainted with the city trade especially and I feel that he will be a big asset."

Crook Not Able to Steal Car Equipped With a Perry Lock

"Some nerve" was the consensus of opinion when a number of excited onlookers watched a brazen highwayman make a "clean getaway" in broad daylight with a "perfectly good" Willys Knight Eight, which was left standing at the stage entrance of the Brandeis theater.

After the crowd had sufficiently collected itself to move en masse toward the scene of the theft a storm of inquiries were voiced as to what was the matter with the little Overland which the crook first tried to get.

It was quite evident from the numerous "I saw him" expressions that the "golden crook" couldn't steer the little Overland. The steering wheel was loose and just whirled around without moving the wheels.

Just about the time the crowd couldn't contain itself and curiosity had reached the violent stage some one laughed. That someone was the owner of the Willys Knight, which proved conclusively that the "system was all wrong." It all happened for the movies and the camera man appeared.

This little drama was staged for commercial purposes entirely and the crook was just demonstrating the impossibility of making way with a Perry Locked car, together with the ease and speed possible in taking an automobile not locked with a Perry Lock steering wheel.

POCKET AMMETER HARMS BATTERIES

Puts Enormous Strain on Energy of Storage Box of Motor Car.

WELL TO USE HYDROMETER

"I can test dry cells with a pocket ammeter. Why can't I test my storage battery the same way?"

To the average automobile owner a battery is a good deal like a Greek puzzle. It is hard for him to appreciate that a storage battery is a purely chemical device. And so, a battery is a battery. But there is a big difference between the chemical and electrical natures of the dry cell and the storage battery.

Both dry and storage batteries operate by chemical action when "the circuit is closed." The dry cell, when it is exhausted, is done; the storage battery, when exhausted can be recharged. The ordinary dry cell has a comparatively high "internal resistance," which permits only a certain amount of electricity to be discharged at one time. But just the opposite is true of the storage battery—its "internal resistance" is very low, and it can discharge a tremendous amount of current when given an opportunity.

Its Effects. When the pocket ammeter is used on a dry cell, the amount of current liberated is small, doesn't injure the dry cell and doesn't injure the ammeter. But the same little instrument, placed on a cell of a storage battery, will in most cases be burnt up by the tremendous current discharged, and at the same time the storage battery cell is permitted to discharge itself all at once, with a ruinous result upon the battery itself. The same thing occurs when tools or other metal objects are carelessly placed on top of the battery.

"Quite frequently we are asked to tell what is the trouble with a battery which the owner has 'tested' with a pocket ammeter," says R. C. Smith, manager of the Delco Exide Service station. "The little scratches on the battery terminals where an ammeter has been placed tell a story of battery abuse which the average owner finds trouble in understanding. All he did was to 'test' it, and the battery may be completely ruined. You see, we have a selfish reason for giving free service to battery owners. It is much simpler for us to test a battery properly than it is to make repairs after the owner has tested it improperly. Besides, it's much better for the owner."

Twenty-Seven Horses Are Replaced by Three Machines

Three five-ton motor trucks engaged in a service involving a run whose most distant point is Gutenberg, five miles away, replace twenty-seven horses and nine wagons for the firm of Jagells & Bellis, Hoboken, N. J., says the Power Wagon.

These vehicles not only give a better service, but effect a direct economy in operation for distance work. Formerly a delivery of coal to these distant points averaged 65 cents per ton.

This firm has begun to replace its horses only with reluctance. It has always had a great pride in its animals, has bought only the best, and cared for them perfectly. It retains 160. Depreciation is charged off on

each animal at the rate of \$25 per year. Once a year an inspection is made and animals not up to standard are condemned and sold. From \$325 to \$425 is paid for new animals. Enough reserve horses are maintained so that those in active service are never overworked. Yet, despite the natural preference for horses, Jagells & Bellis would welcome a condition that would make it possible to retire them all.

Motor trucks give far better service in the snows of winter. They maintain the service when horses are mired in their stables. Machines can be used in rush work night and day. Moreover, they can be protected by insurance, while horses remain unprotected because of the high rates and difficulties attending live stock underwriting.

KING—the World's Leading Popular-priced 8-Cylinder Motor Car

THE remarkable success of the KING, now in its third year of eight-cylinder leadership, after a long period of building successful "Fours," will this year far exceed the record of previous years.

The eight-cylinder KING offers nothing "medium" but its price. In mechanical superiority, riding luxury, coach design and world-wide prestige, it is distinctly a "salon" car.

Seven-passenger Touring Car, four-passenger Foursome, three-passenger Roadster, \$1585; seven-passenger Sedan, \$2150. Prices f. o. b. Detroit. Wire wheels \$100 extra.

NOYES-KILLY MOTOR CO.,
2066-68 Farnam St.
Omaha Distributors

King Motor Car Co.
Detroit, Mich.

Chalmers



This is to announce that we have taken over the sale and distribution of the product of the Chalmers Motor Company in Nebraska, Western Iowa, parts of Missouri and Kansas, and are now perfecting our organization for 1917.

The Salesroom at 2054 Farnam street is now being re-decorated for us and we expect to move into our new quarters February 1, where we shall be glad to meet our friends and the trade in general.

Temporary Quarters, 1206 W. O. W. Bldg.
Douglas 3958

Western Motor Car Co.

Chas. R. Hannan, Jr., President.
Walter S. Johnson, Secy. and Sales Mgr.
E. V. Abbott, Vice Pres. and Gen. Mgr.



Poise! When all parts work together in splendid harmony—grace, beauty and efficiency are the superb results

Pavlova was born Pavlova. Had she been a clumsy, ill-proportioned child, no amount of training could have developed the magical ease of movement which is her charm.

No less infallibly—in motor cars—is original and inspired design the foundation of supremacy.

Before the Twin-six motor was evolved, the sum of Packard refinements made it great among the world's cars.

Re-created on the new scale of luxury permitted by Twin-six power and economy—with the Twin-six motor for its heart—the Packard now offers riding qualities and an easy ascendancy over road conditions never approached before.

A poised car! Grace—beauty—efficiency—these in the Packard car—are the sure results of a deep—sound—tested—harmony.

Choice of twenty body styles. Prices, open cars, \$3050 and \$3500, at Detroit

See the Orr Motor Sales Company, Fortieth and Farnam Streets, Omaha. Branch at Sioux City, Iowa.

Packard
TWIN-6